

... THE ...
KINETRADOGRAM.

A Weekly Record of Offers and Announcements
by the KINEMATOGRAF TRADING Co., Ltd.

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No. 21.

Wednesday, May 21, 1913.

Published
Weekly

KINEGRAMS.

NEWS AND NOTES FROM EVERYWHERE.

A printer's disappointment prevented us from sending with last week's number of the KINETRADOGRAM the Will Evans throw-away. A specimen of this is being enclosed with each number of the current KINETRADOGRAM.

Don't forget our new quad crown for the Will Evans' film. It is a very humorous treatment of the subject and will constitute a really big draw. These posters are ready now.

The publicity department of the *Evening News* has promised to collaborate with us in the matter of more widely advertising the Dancing film of the *Evening News Waltz*, which Messrs. Hepworth have produced for us. We hope to arrange to give in the *Evening News* particulars of all the Theatres at which it will be shown, and we feel sure that wide-awake Exhibitors will not be slow to take advantage of this wide form of publicity.

Owing to a lack of really good quality features, our buying in this Department has dropped considerably below the average for the last two or three weeks, but we are glad to notice a marked improvement in quality among the later releases.

Will those of our customers who have shown the Dare-Grossmith film make a special point of seeing that their musical director returns the music score immediately after use? We make this general appeal, as we are some fifty copies short.

THE LOOKER-ON.

ON PREJUDICE.

"Give a dog a bad name, and you might as well hang him."

Even the keenest business man allows himself to be prejudiced sometimes, thereby losing opportunities of making money; and nowhere is this tendency more marked than in the Kinematograph business, particularly in regard to Exclusive Films.

The Exclusive film has earned an unenviable reputation by reason of the very poor quality of the earlier essays in this direction, and in spite of the gradual upward tone of succeeding releases, there are many showmen even now who only book an exclusive to protect themselves against their opposition.

A very general impression among showmen is the belief that a manufacturer only sells a Feature film exclusively to one renter when he cannot sell it on the open market. Although this may be the reason in a few minor cases it certainly does not apply to the general run of films handled in this way. In most cases it is a matter of trade convenience for one renter to handle a big picture exclusively to avoid the clashing of bookings, and it is to the mutual benefit of all parties that this is done.

Even if exclusives were as black as they are painted, it is never wise to miss seeing them. There are exceptions to every rule, and the ones you miss seeing may be big winners.

We have every confidence in inviting you to see "A Gipsy Girl's Romance," "A Duel in the Dark," "A Harvest of Tares," and "John Lincoln, Millionaire," knowing that your bookings will follow.

THE BIGGEST DRAW OF THE YEAR.

Take a bus ride on any route in London and you will come across the humorous six-sheet posters of "Will Evans Harnessing a Horse" outside the Electric Theatres.

Astute managers everywhere have realised the business-bringing capabilities of a comedy sketch by one of Britain's foremost music-hall comedians.

Have you shown this 1200-feet feature yet? The hire terms are £3 10s. for the three-days booking.

There are two six-sheet posters of the subject (Will Evans' own printing) and a very funny quad crown to help you boom it. A specimen of the attractive throwaway is being sent with this week's KINETRADOGRAM.

Will Evans' name constitutes a big draw in any music-hall in the country. Are you going to pass this opportunity by?

The "Evening News" Waltz.

"ALWAYS GAY."

Miss Vera Maxwell, the charming American, and Mr. Jack Jarrott, of the Empire, London, are splendid exponents of modern Waltzing, and their interpretation of the famous *Evening News* Waltz, No. 3,

"ALWAYS GAY,"

is unequalled. The picture was taken for us in the famous Hepworth studio at Walton, and the photographic quality is perfect.

Your Musical Director will be guided in the accompaniment of this picture by the baton of Mr. Archibald Joyce, the English Waltz King, and composer of such great successes as "Songe d'Automne," "The Vision of Salome," "Dreaming," who is also responsible for the present subject. He appears in the picture for this purpose.

The *Evening News* will give this picture very wide publicity, and the smart Exhibitor will need no telling that Everyone will be on the look-out for the film at their particular theatres.

The length of the picture is 250 feet. The hire terms for the subject are 30/- for three days. This price includes exclusive rights for your Town, together with a free copy of the Band score of "ALWAYS GAY," which will make a useful addition to your Musical repertoire.

FEATURE FILMS.

These films are offered subject to the dates required being open on receipt of order. While every endeavour is made to ensure punctual delivery of Films we cannot hold ourselves responsible for delay or non-delivery from any cause. If a confirmation by wire is required, stamps for payment should be enclosed.

ALL QUOTATIONS ARE FOR THREE DAYS' BOOKINGS, UNLESS OTHERWISE SPECIFIED.

Wiring No.	Name of Film.	Length ft.	Maker.	Re-leased.	Description.	May 26	May 29	June 2	June 5	June 9	June 12	Posters.
930	House of Mystery	2100	Claren.	June 16	Coiners, etc.	First	vacancy	June 16th	£10	week.	—	—
931	The Eye of a God	3 pts.	Pyramid	June 12	Detective Drama	—	—	—	—	150/-	—	—
932	Gold Is Not All	1944	Imp	May 22	Comedy Drama	—	—	80/-	60/-	—	—	—
933	A Crown Princess	2520	Hubsch.	June 12	Court Drama	—	—	—	—	120/-	—	—
	A Harvest of Tares	2850	Nordisk	May 19	Newspaper Drama	120/-	120/-	100/-	80/-	80/-	—	—
926	Pickwick Papers	2079	Vita.	June 9	Dickens' Comedy	—	—	—	100/-	100/-	—	Q.C., 6 sheet
927	The Eagle's Claw	2225	Ambros.	June 16	Secret Society Lra.	First	vacancy	June 19th	£6 3	days.	—	Q.C., 6 sht., 8 sht.
928	A Sense of Duty	1900	Broncho	June 16	Western Drama	First	vacancy	June 23rd	£8	week.	—	Q.C., 6 sheet
923	Honour thy Father	2320	Cines	May 19	Social Drama	90/-	—	70/-	—	60/-	—	Q.C., 6 sheet
914	The Usurer's Son	2634	Nordisk	May 19	Sensational Drama	—	—	90/-	—	80/-	—	6 sheet, 12 sheet
925	The Power of Money	3340	Gaumont	May 11	Society Drama	110/-	110/-	90/-	90/-	80/-	—	4 sheet
917	Paying the Penalty	2000	Hep.	June 1	Social Drama	100/-	—	100/-	100/-	—	—	—
918	The Mosaic Law	2000	K.B.	May 22	Indian Drama	100/-	—	80/-	60/-	—	—	—
919	Fantomas	3650	Gau.	May 25	Detective Drama	—	—	—	140/-	120/-	—	Q.C., 6 sheet
920	The Three Artistes	2736	Nordisk	May 12	Circus Drama	—	—	—	—	60/-	—	Q.C., 6 sht., 8 sht.
922	Sheridan's Ride	2350	Invicta	May 18	Civil War Drama	90/-	90/-	80/-	80/-	60/-	—	6 sh. (2 var.) 12 sh.
911	In Touch with Death	2700	Gau.	April 20	Western Drama	—	50/-	—	40/-	30/-	—	Q.C., 6 sheet
913	Zuma, the Gipsy	2284	Cines	May 3	Social Drama	—	—	60/-	60/-	—	—	Q.C., 8 sh., 12 sh.
912	The Two Engine Drivers	2192	Cines	April 19	Railway Drama	30/-	—	25/-	—	20/-	—	Q.C., 6 sheet
914	A Sporting Chance	2000	Lion's Head	May 1	Prize Fight Drama	50/-	—	30/-	—	—	—	Q.C., 6 sheet
915	The Man in the White Cloak	2398	Nordisk	Apr. 28	Ghost and Treasure	—	—	—	—	40/-	—	6 sheet (2 kinds)
909	The Mystery of the Yellow Room	3000	Eclair	Apr 17	Detective Com. Dr.	—	50/-	—	—	30/-	—	4 sheet, 16 sheet
916	Red and White Roses	2221	Vita.	April 12	Social Drama	—	30/-	—	—	20/-	—	Q.C., 8 sheet
910	Kathleen Mavourneen	2000	Edison	April 19	Irish Drama	—	—	—	25/-	20/-	—	Q.C. 6 sheet
3068	When Lee Surrenders	2000	K.B.	April 28	Civil War Drama	First	vacancy	May 19th	£6	week	—	Q.C., 6 sheet
908	Annette Kellerman	500	—	—	"Perfect Woman"	30/-	30/-	30/-	30/-	30/-	—	Q.C.
905	The Cowboy Millionaire	1965	Selig	May 25	Western Drama	—	—	—	—	60/-	—	Q.C. 6 sh., 12 sh.
2960	By Unseen Hands	2270	Cines	Mar. 31	Detective Drama	20/-	20/-	20/-	20/-	20/-	—	6 sheet, 8 sheet
902	A Human Target	2000	Ambros.	Apr. 20	Circus Drama	40/-	40/-	30/-	30/-	25/-	—	Q.C. 6 s., 8 s., 16 s.

903	His Evil Genius	2025	Hep.	Apr. 27	Social Drama	—	—	—	50/-	40/-	—	Q.C. 6 sheet
904	Gold from the Gutter	2588	Nordisk	Apr. 7	Social Drama	—	—	—	30/-	—	25/-	6 sh. (2 varieties)
896	Mystery of the Corner House	2844	Nordisk	Mar. 31	Detective Drama	—	—	—	—	20/-	20/-	6 sh. (2 varieties)
897	From the Depths of the Sea	1950	Cosmo.	Mar. 30	Sensational Drama	—	—	—	20/-	20/-	20/-	Q.C., 6 sh., 8 sh.
898	The Keeper of the Secret	2635	Cines	Mar. 26	Political Drama	—	—	—	20/-	20/-	20/-	Q.C. 4 sheet
899	Aurora Floyd	2000	Than.	April 10	Miss Braddon's N.	—	—	—	25/-	20/-	20/-	Q.C. 8 sheet
900	Vengeance	2000	Imp	April 3	Social Drama	—	—	—	—	20/-	20/-	Q.C. 6 sh.
901	John Sterling, Alderman	1874	Imp	Mar. 20	Dr. New Yk. Life	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet, Q.C.
891	Balao	2100	Eclair	April 6	Sensational Drama	First	vacancy	June 16th	£2 week.	—	—	Q.C. 6 sh., 8 sh.
892	The Vengeance of Durand	2027	Vita.	April 5	Fire Drama	25/-	25/-	20/-	20/-	20/-	20/-	Q.C. 8 sheet
893	Oil and Water	1546	A.B.	April 6	Stage Drama	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sh., 12 sh.
824	Re-incarnation of Karma	1886	Vita.	Mar. 22	Weird Drama	—	—	—	20/-	20/-	20/-	Q.C. 8 sheet
886	A Woman's Honour	2400	Dansk.	Mar. 13	Social and Stage	—	—	—	20/-	20/-	20/-	4 sheet, 8 sheet
887	Escape of White-glove Gang	2500	Gau.	Mar. 23	Detective Drama	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
888	The Card Sharpers	2056	Cines	Mar. 5	Social Drama	—	—	—	20/-	20/-	20/-	Q.C. 6 sheet
990	The Sacrifice	2772	Nor.	Mar. 16	Social Drama	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
882	Billy's Burglar	1722	Vita.	Mar. 8	Comedy Drama	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
883	A Strong Man's Love	2095	Claren.	Mar. 30	Social Drama	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
884	The Star of Bethlehem	2000	Than.	Mar. 15	Biblical Story	—	—	—	20/-	20/-	20/-	Q.C. 6 sheet
885	Called Back	2000	Than.	Apr. 2	Hugh Conway's N.	—	—	—	20/-	20/-	20/-	Q.C. 6 sheet
878	Blow for Blow	2400	Cines	Mar. 12	Story Italian Rev.	—	—	—	20/-	20/-	20/-	Q.C.
880	It's never too late to Mend	2000	Edison	Mar. 22	Chas. Reade's N.	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet D.C.
881	Detective Dickson	2090	Lux.	Mar. 5	Detective Drama	30/-	30/-	30/-	30/-	30/-	30/-	Q.C. 6 sheet
873	Zigomar (The Eel's Skin)	3200	Eclair	Mar. 23	Detective Drama	30/-	30/-	30/-	30/-	30/-	30/-	Q.C. 8 sh., 16 sh.
874	"Tigris"	3950	Tyler	Mar. 16	Detective Drama	—	—	—	20/-	20/-	20/-	Q.C. 4 sh., 6 sh.
875	James Patterson, Detective	2300	Duskes	Feb. 27	Detective Drama	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
876	Romeo and Juliet	2000	Thanhouser	Mar. 8	Shakespeare Dra.	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sh., 8 sh.
877	A Hero of the Mountains	2930	Eiko	Mar. 16	Swiss Alpine Dra.	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
2773	Merchant of Venice	2000	Thanhouser	Feb. 10	Shakespeare Dra.	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
2734	His Brother's Crime	2248	Cines	Jan. 30	Social Drama	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 8 sheet
871	The Secret of the Mine	2000	Lux.	Feb. 1	Mining Drama	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet
872	A Life for a Life	2322	Cines	Feb. 15	Italian Village Dra.	20/-	20/-	20/-	20/-	20/-	20/-	8 sheet Q.C.
866	Salome	2350	Savoia	Feb. 8	Biblical Drama	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 16 sheet
867	The Secret of the Safe	2778	Cines	Feb. 22	Miser's Hoard, etc.	First	vacancy	June 16th	£2 week.	—	—	Q.C. 6 sheet
868	As You Like It	3115	Vita.	Feb. 8	Shakespeare Dra.	20/-	20/-	20/-	20/-	20/-	20/-	Q.C. 6 sheet
863	The Devil's Daughter	3008	Nordisk	Feb. 16	Social Drama	—	—	—	30/-	30/-	30/-	4 sh., 6 sh.
864	At the Foot of the Scaffold	1925	Hepworth	Feb. 9	Social Drama	15/-	15/-	15/-	15/-	15/-	15/-	Q.C. 6 sheet
865	Undine	2000	Thanhouser	Feb. 22	Photo-poem	10/-	10/-	10/-	10/-	10/-	10/-	Q.C. 6 sheet
861	The Smouldering Spark	1500	Selig	Feb. 9	Sea Drama	10/-	10/-	10/-	10/-	10/-	10/-	Q.C. 6 sheet
862	On the Steps of the Throne	3350	Pasq.	Feb. 23	Court and Political	—	—	—	20/-	20/-	20/-	—
858	The Stolen Treaty	3165	Nordisk	Feb. 2	Political Drama	20/-	20/-	20/-	20/-	20/-	20/-	6 sheet
853	The Panther's Prey	1920	Gaumont	Jan. 5	Animal Sensan'l D.	—	—	—	20/-	20/-	20/-	—

FEATURE FILMS—Continued.

Wiring No.	Name of Film.	Length ft.	Maker.	Re-leased.	Description.	May 26	May 29	June 2	June 5	June 9	June 12	Posters.
852	A Race for an Inheritance	2400	Gaumont	Dec. 26	Sensational Drama	10/-	10/-	10/-	10/-	10/-	10/-	4 sheet, 8 sheet
848	At the Risk of her Life	2800	Cosmo.	Jan. 26	Sensational Drama	10/-	10/-	10/-	10/-	10/-	10/-	Q.C. 4 sh., 8 sh.
844	The Woman in White	2000	Than.	Jan. 22	Wilkie Collins' N.	10/-	10/-	10/-	10/-	10/-	10/-	6 sh. Q.C.
840	Kings of the Forest	1800	Selig	Jan. 19	Sensa'l Animal Dr.	15/-	15/-	15/-	15/-	15/-	15/-	6 sh. Q.C. 12 sh.
842	Father	3485	Itala	Jan. 19	Fire Drama	10/-	—	10/-	10/-	10/-	10/-	6 sh., Q.C.
839	Jess (Rider Haggard)	3000	Than.	Jan. 8	Adapted Novel	10/-	10/-	10/-	10/-	10/-	10/-	—
843	Nicholas Nickleby	2000	Than.	Jan. 1	Dickens' Novel	10/-	10/-	10/-	10/-	10/-	10/-	—
836	The Tempest (Shakespeare)	1885	Eclair	Dec. 22	Shakespeare	—	10/-	10/-	10/-	10/-	10/-	4 sheet, 8 sheet
812	Monte Cristo	3150	Selig	Jan. 5	Duma's Novel	10/-	10/-	10/-	10/-	10/-	10/-	6 sh. Q.C.
835	Nick Winter and the Stolen Favourite	3390	Pathé	Dec. 14	Detective Com. Dr.	—	10/-	10/-	10/-	10/-	10/-	16 sheet Q.C.
830	A Sister's Ordeal	2990	Cines	Nov. 30	Sensational Drama	10/-	10/-	10/-	10/-	10/-	10/-	—
829	Plot and Counterplot	2827	Cines	Nov. 23	Detective-Drama	10/-	10/-	10/-	10/-	10/-	10/-	—
803	The Bohemian Girl	3000	Rep.	Nov. 9	Operatic Drama	10/-	10/-	10/-	10/-	10/-	10/-	6 sheet
816	Fire at Sea	2216	Nor.	Oct. 27	Fire and Sea Dra.	10/-	10/-	10/-	10/-	10/-	10/-	6 sheet, 8 sheet
787	The Pilgrim's Progress	3500	Ambr.	Oct. 13	Sacred Subject	15/-	15/-	15/-	15/-	15/-	15/-	8 sheet
—	Lolotta (Café Chantant Singer)	2000	—	—	Society Drama	15/-	15/-	15/-	15/-	15/-	15/-	6 sheet Q.C.
—	Black Panther	3000	—	—	Diplomatic Drama	15/-	15/-	15/-	15/-	15/-	15/-	Q.C.
—	Daughter's Sacrifice	1500	—	—	Social Drama	10/-	10/-	10/-	10/-	10/-	10/-	6 sheet
—	Black Blood	3000	—	—	Social Drama	10/-	10/-	10/-	10/-	10/-	10/-	6 sheet, 12 sheet
—	The Ring That Binds	3000	—	—	Social Drama	10/-	10/-	10/-	10/-	10/-	10/-	Q.C., 6 sheet
—	Drummed Out	2500	—	—	Military Drama	10/-	10/-	10/-	10/-	10/-	10/-	Q.C., 12 sheet
—	The Rights of Youth	2500	—	—	Social Drama	10/-	10/-	10/-	10/-	10/-	10/-	6 sheet
—	A Tale of Two Cities	3000	Vitagraph	—	Dickens' Novel	—	—	30/-	30/-	30/-	30/-	Q.C. 6 sheet

"UNCLE TOM'S CABIN."

In view of the fact that the Vitagraph Co. are shortly releasing the film "Uncle Tom's Cabin," additional interest is given to the fact that we are handling a new copy. This we are renting at £3 for three days. We have a splendid range of publicity matter for the picture, comprising 18-sheet, 16-sheet, two varieties of six-sheet and double-crown.

FREE ADVERTISING MATTER.

Showmen who book the Exclusive films "Lolotte," "Black Blood," "Drummed Out," "The Rights of Youth," "The Boy Scout Hero," have an additional advantage in the fact that we present them free with 500 synopsis of the subject. The expense of advertising ranks high among the various items on the wrong side of the exhibitor's account, and anything to reduce that expense will be surely welcomed.

This offer, of course, only holds good as long as the stock lasts, and, therefore, early bookings receive the preference.

OUR FEATURE LIST.

As our regular readers will observe an alteration has been made in our Feature List this week. We have reduced the number of price columns seeing that Exhibitors do not book so far in advance as formerly, and in their place have substituted a short description of the film. This will enable showmen who intend booking to form some idea as to whether the subject is likely to please them or not. This information cannot always be obtained from the mere title which often gives no idea of the story at all.

In connection with this new departure it will be seen how greatly the detective subject predominates at the present moment. A couple of months ago Shakespearean dramas and stories adapted from novels were all the rage, but nothing of this kind has appeared for some time.

OUR NEW EXCLUSIVE LIST.

Title	Length	Release Date	First Vacancy	Posters
The Boy Scout Hero	2000	—	May 26, £2, 3 days	6 sht. & Q.C.
George Grossmith and Phyllis Dare	550	—	May 26, 50/- ..	6 sht. & Q.C.
A Gipsy Girl's Romance	2250	Apr. 21	May 26, £3 ..	6 sht. & Q.C.
A Duel in the Dark	1890	May 5	May 26, £3 ..	6 sht. & Q.C.
Will Evans in "Harnessing a Horse"	1200	May 8	May 26, 70/- ..	6 sht. (2 kinds)
A Harvest of Tares	2850	May 19	May 26, £6 ..	6 sht. (2 kinds) Q.C.
John Lincoln, Millionaire	2800	June 2	June 2, £7 ..	6 sht. & Q.C.

LATEST PURCHASES.

"THE FATAL SCIENCE."

Pasquali.

2,600 feet.

Released May 18th.

This engrossing picture deals with the remarkable invention for reading people's thoughts by means of an apparatus attached to the head. The thoughts of a person in the grip of this uncomfortable invention are projected on a screen in a similar way to the Cinematograph, and one can easily anticipate the complications which ensue, when it is explained that the inventor's wife is fervently worshipped by a headstrong youth who acts as the Scientist's assistant. A very good story indeed.

First vacancy June 5th. £4 three days.

"THE LAND OF PROMISE."

Celio.

3,096 feet.

Released June 9th.

This clever picture, remarkable alone for its perfect photographic quality, deals with Pioneer work in Africa. A thoroughly well-constructed plot, and a series of well-presented scenes, vary from stage life and political meetings down to mining camps in Uganda, tend to make this an attractive subject to practically every class of picture-goer.

First vacancy June 16th. £12 the week.

"THE FUGITIVES."

Nordisk.

3,000 feet.

Released June 16th.

Pictures in which the aeroplane appears are as the sands of the sea in multitude, but the same remark does not apply to the much-discussed Dirigible, which here appears to very great advantage in a series of finely photographed scenes. Like most Nordisk Feature Films, the present one is thoroughly interesting, and there are many situations in it which will grip the interest of your audience.

First vacancy June 23rd. £12 the week.

"THE YELLOW MAN."

Ambrosio.

2,250 feet.

Released June 30th.

The controversy between Japan and the United States which is now engaging the attention of diplomatists lends an added interest to this striking story by the famous Italian producers, and should be capable of being well advertised.

First vacancy June 30th. £11 the week.
